Local Briefs

Mr. and Mrs. T. M. Richardson, of Newport News spent the week-end with her parents, Mr. and Mrs. L. W. Carter. Mrs. Carter returned with them for a week's visit.

Mrs. Jennie Blackwell, Miss Odelle Blackwell, Mrs. Lucille Wright and sons, Floyd and Charles, were dinner guests of Mrs. Curtis Blackwell last Sunday. Miss Edna Chernault and Eddie Blackwell and H. B. Wright visited in the same home on Sunday afternoon.

The Rev. and Mrs. Wm. R. Reed and a group of the young people from Memorial Methodist Church attended the District Rally for Young People Monday night at the Centenary Church, Lynchburg.

A special program in observance of Education Week was presented at Memorial Methodist Church on Wednesday night, at which time Mrs. Wm. R. Reed was the speaker. Others taking part in the program were Rev. W. R. Reed, and C. W. Smith, Sunday School Supt. Special music was rendered by the Young People's Choir.

TIME BOMBS —by VIC

Just hating our foe
Won't win us this war.
We must all know and love
What we're fighting for.

WHO'S WHO IN AMERICA:- The people who start things, starting with themselves. — Men who would rather give credit than get it. — The man who sees the other fellow's difficulties as well as his own.

WHO'S THROUGH IN AMERICA:— The fellow who thinks all the sacrifices should be made by the other fellow.

Be a human period mark to rumors!

If it's hate, fear and greed we are fighting against, perhaps our second front should be opened right here at home.

Dynamite is no good if it is all wet. Neither is democracy.

Which have you joined?-
1. The forces of the best..out to build a better world
2. The forces of the worst..out to destroy the world
3. The easy-going forces... out for a world of make-believe which pretends that things can go on as they are.

Sink selfishness and we'll raise morale.

Restrictions on use of taxi-cabs in New York City will save 107 million taxi miles annually, as well as 428 tire miles, 15,000 new tires and the same number of recaps, and 10 millions of gallons of gasoline.

YOUR OWN quota, is 10%!

★ ★ ★

Lend your country 10% of your pay, or have the Nazis and Japs take (not borrow) 100%!

That's what we and every one of us is up to today!

Victory or defeat!

Buying War Bonds or selling ourselves into slavery!

Getting tough with ourselves or getting taken by the Axis!

Your quota—and everybody's quota —is 10% of wages or income saved in WAR BONDS and STAMPS!

Join America's all-out offensive . . . Increase your WAR BOND savings to at least 10% NOW!

Get the details from your employer, bank, post office or other WAR BOND sales agency . . . TODAY!

SLAP THAT JAP!

BUG SWATTERS cost money!

BUY U.S. WAR BONDS-STAMPS

A 62-Year Record of 2-Way Help*

FOR WOMEN

suggests you try

CARDUI

*See directions on label

COME ON VIRGINIA!

Give Us the SCRAP!

America vitally needs that old scrap of yours to produce the steel with which to fight this war. Virginia Newspapers are therefore offering to the individuals, organizations, cities and counties doing the best job of collecting scrap between September 21 and October 10, $4,000 in War Bonds and Stamps (matured value, same as cash).

CONTEST RULES

PURPOSE

To encourage the collection of every available pound of scrap iron and steel in Virginia; believing that salvage, that is the man of our armed forces may not die for lack of weapons; that Virginia may do her full part in supplying the tools of war; that every individual of a moral character, and be given the opportunity to help solve personally one of the major problems of the war.

PLAN

Prizes will be given by the newspapers of Virginia to the Virginia county, independent city, business establishment, individuals and clubs of adult and youth organizations turning in free or sell-to to declare the most scrap metal in three weeks from Sept. 21 to Oct. 10 inclusive, according to the rules.

PRIZES

A total of $4,000 in War Bonds will be given by Virginia newspapers for the greatest poundage turned in by entries in the following classes:

Counties (per capita poundage based on 1940 census)—First, $1,000 War Bond; second, $500 War Bond.

Independent Cities (per capita poundage based on 1940 census)—First, $750 in War Bonds; second, $250 in War Bonds.

Adult Agricultural Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Youth Agricultural Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Women's Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Men's Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Church Groups (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Boys' and Girls' Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

School Organizations (per member poundage)—First, $100 War Bond; second, $50 War Bond.

Business Firms (per employee poundage)—First, $100 War Bond; second, $50 War Bond.

Individuals—First, $100 War Bond; second, $50 War Bond.

Individuals giving information leading to the recovery of the greatest hidden poundage—First, $100 War Bond; second, $50 War Bond.

(Prizes going to the counties and cities are to be used for some charity, war work organizations or public purpose of general benefit to the cities and counties to be designated by the local salvage committee chairman before the contest begins. The awards may be allotted in two or more parts.)

ELIGIBILITY

Every citizen, organization and business firm in Virginia, except those engaged in scrap collection as a means of livelihood, is eligible to participate in this contest.

Collections of individuals, firms and organizations will be credited to the city or county in which the individuals, firms or organizations are located.

PROCEDURE

Local salvage committees will be in charge of the program in their respective communities.

Poundage will be recorded in pounds on an official contest blank, which will accompany the contest rules.

Community scrap inventories which have not already been sold to dealers or reported to the WPB at the beginning of the contest will count.

JUDGES

Judges for the contest will be named by Marvin B. Williams, chairman of the Virginia State Salvage Committee. The decision of the judges in all matters pertaining to the contest will be final.

$4,000 IN PRIZES

FOR THE BEST JOB OF COLLECTING SCRAP

Counties (per capita poundage based on 1940 census)—First, $1,000 War Bond; second, $500 War Bond.

Independent cities (per capita poundage based on 1940 census)—First, $750 in War Bonds; second, $250 in War Bonds.

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Individuals giving information leading to the recovery of the greatest hidden poundage—First, $100 War Bond; second, $50 War Bond.

Virginia's Scrap Can Lick the Jap.

The Home Front

"We are not doing enough," said the President, and he added, "in this war it is kill or be killed." In this "toughest war of all time," we are going to have to get down to brass tacks,...and turn brass tacks into bombs and bullets.

To an extent we have been doing this, but now the need is terribly urgent and materials scarce. Now we must have war goods in greater volume than ever....and in a shorter time. Our enemies don't wait.

Steel mills, using up almost five million tons of scrap metal a month, are running on almost a day-to-day basis. We are dangerously short of copper, tin and other non-ferrous metals.

That's why our school children-30 million of them...are being enlisted to comb shoals, backyards, and farmyards for scrap to feed the steel giants. That's why our churches must shower down old tin cans by the millions so that we can reach the goal of 3,000 tons of youshold tin a year recovered in 17 new "detining" plants.

Last year our production of all-wire coat-hangers, if made into military barbed wire, would have girdled the earth six and one-half times.

We shall not be making wire hangers this year.

To do all that we must do to stop the Axis, merely to get enough skilled workers and fighting men for this gigantic job, is going to be a tough business for all of us. In 116 of 160 critical war production areas there are serious shortages, and in all of these areas there are shortages of some kinds of skilled workers. Employment in the automotive industry, now making weapons, has passed the 800,000 mark...but not until it absorbs another 600,000 workers will the industry have reached peak production. There'll be almost five million women in war industries by the end of the year. More millions of them will be needed by 1943, not only in war plants but in the fields. Small towns and small cities lacking war industries are losing their young men to the Armed forces, their boys, women and older men to war work in nearby or distant industrial areas. These towns are short-handed, and yet it is just such communities that are turning out thousands of pounds of scrap metal and rubber.

As we cut deeper into the war economy, unexpected values are attached to the commonest products ...corn-cobs and oat hulls, (sources of solvent known as furfurol), plastics, urugs and dyes. Some of these must be reserved strictly for war uses, others have been brought into balanced distribution among civilian and military users. Thus the total supply of cotton linters, used in making explosives and other war goods, has been brought under distribution control, along with all refrigeration cars, barges and towboats... and the entire meat industry except retailers.

Building lumber is so scarce that we shall be using bricks and tile for even temporary structures. Brushes, except for war uses or public health, must not contain more than 25 per cent pig and hog bristles. Cigarettes will be dryer- their moistening agent, glycol, going to cool military engines.

The balanced distribution of civilian goods is not easy under present conditions. In many localities store shelves are being emptied, while in other places there are surpluses. The War Production Board plans to regulate inventories in the hands of wholesalers and retailers. As a part of the leather-saving program, shoe merchants have been asked not to urge that customers buy unneeded shoes, and next year they'll have fewer styles and colors to offer. The balance of this year's salmon pack has been retrozen in the hands of the canners. Prices have been fixed for railroad ties, Eastern hardwood lumber, mechair fabrics, shirting, and flue-cured leaf tobacco. Mail Order houses must furnish customers with ceiling prices on all cost-of-living articles they sell.

New England is the only region in the United States that uses more fuel oil than gasoline.

An average tire contains as much rubber as 55 goggles for the Army Air Corps.

An Italian-born Oregon stonecutter contributed 1,500 pounds of fine steel stonecutting tools to the scrap campaign.

Rifling a gun barrel, a delicate machining job, is being done 30 times faster than a few months ago.

Building a heavy bomber, with its 30,000 different parts, several hundred thousand separate pieces of metal, takes 100,000 man hours.

At Ebbetts Field, Brooklyn, 6000 Boy Scouts were recently admitted to a Dodgers ball game on the strength of six tons of scrap they brought along.

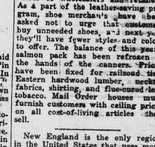
ORIGINAL ATLANTIC IDEA PROVES WORTH IN WAR

Thirty-two years ago the founders of the Atlantic Company believed they had a good idea. Thirty-two years of serving the South through this idea proved it to be sound and practical. Then came the present war and the original Atlantic idea is proving its worth doubly in helping the Victory Drive.

What was this idea which now proves to be of such vital value? It was the sound, practical plan behind the Atlantic Ice and Coal Company, as it was known until recently when the name was shortened to The Atlantic Company. The plan was for the practical, economical operation of a group of strategically located ice and shortage plants to serve the South.

In other parts of the country, such groups had been formed and gave those sections the benefit of every modern improvement in the manufacture and distribution of ice to homes and to commercial users. Here in the South, with more months of warm weather, the advantage of such a system was needed even more than in the northern part of the country.

FOR VICTORY



BUY UNITED STATES WAR BONDS AND STAMPS

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THE OLD BIG STRONG BANK

Liberty Chapel

Liberty Chapel, Sept. 20.- We are sorry to hear of the death of little Ernest Scott Doty. We extend to the family our deepest sympathy.

Mr. and Mrs. Robert Doty are the proud parents of a 9-pound baby boy, born September 18.

The wind storm Sunday afternoon did much damage in this section. Trees were blown down and several buildings were unroofed.

We are glad to hear that Mrs. Jesse Reynolds is out again after being ill for two weeks.

Dinner guests in the home of Mr. and Mrs. Jesse H. Reynolds Sunday were Mr. and Mrs. Evell Booth and son, Wayne of Concord, Mr. and Mrs. J. L. Davidson, Mr. and Mrs. Russell Martin, Mr. and Mrs. Carl Martin and Martin Coleman of Lynchburg, Mr. and Mrs. Lyle Davidson, Mrs. Raymond Martin and Mr. and Mrs. Marvin Reynolds and little daughter, "Becky."

Miss Cleo Reynolds, who teaches in Pamplin also spent the week-end at her home.

Mrs. T. Raymond Martin is spending this week in Lynchburg with her son and daughter-in-law, Mr. and Mrs. Carl Martin.

The W. S. C. S. of Liberty Chapel will have an all-day meeting at the church Tuesday, September 29, beginning at 10 o'clock.

Rachel Coleman, who is attending business college in Lynchburg spent the week-end week-end with her parents, Mr. and Mrs. Preston Coleman.

More than 100 pounds for every person in Nebraska was collected within three weeks during the statewide "prairie fire" scrap drive.

In 1917, 1918 and 1919 the United States built a total of 1,299 ships of all categories. By December, 1943, we expect to complete: 2300 merchant vessels and 700 smaller vessels, more than 2 1-2 times as much tonnage in a two-year period as was built in a three-year period of World War I.

During the last war we built a total of 64 light tanks, weighing 7 1-2 tons each. "Light tanks" today weigh almost twice as much, heavy ones around 56 tons, and they now cost $1 a pound to build.

EHRICH'S

LYNCHBURG, VA.

OPTOMETRIST -- OPTICIAN

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Send Us Your Repair Work

PRESCRIPTION WORK A SPECIALTY

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HIT THE BULL'S-EYE

every time with Bomford Bobbin Powdered Cocoa when size no planes, use Bomford for finer-tinte texture, full flavor, always dependable results. FREE! New marvelous recipe booklet. Be a kitchen patriot. Write us and Bomford Baking Powder, Box C8, Rumford, Rhode Island.

Four average homes could be heated for a year with fuel oil from a tank car, but four heavy bombers would stay aloft less than 11 hours using the same amount of gasoline.

Former Norwegian floating whale factories are now Allied gasoline tankers.

Restrictions on use of taxi-cabs in New York City will save 107 million taxi miles annually, as well as 428 tire miles, 15,000 new tires and the same number of recaps, and 10 millions of gallons of gasoline.

Will Appomattox reach a total of 100 pounds per person in the scrap metal drive?

There is a place for you in the war effort.

Willkie visits Russian front lines. Praises Russa's great war effort, but says Russians hurt by failure of United States and Britain to open a second front.

It takes tons of iron ore, coke, limestone and other materials to equal one ton of scrap metal.

SOUTHERN STATES Dry and Freshening Ration is made for just one job—to fit dry cows and get them ready for a year of high production.

During the dry period, cows need a cooling, bulky conditioning feed, high in minerals. Southern States Dry and Freshening Ration can be fed safely in large amounts without causing congested udders.

Southern States Dry and Freshening Ration includes crushed oats, chopped alfalfa, beet pulp and other ingredients especially valuable for fitting dairy cows for high production.

A supply of Southern States Dry and Freshening Ration for your dry cows will help you to start them producing profitably with no trouble after they freshen.

See your nearest SOUTHERN STATES COOPERATIVE SERVICE AGENCY

YOU STOOD BY US

now we'll stand by you!

With pardonable Southern pride, we have always believed we brew just about the best Ale and Beer in the world. Naturally there has always been plenty of lively competition ready to argue the point.

Down here in our territory the man who knows his beer has always been able to choose from the products of the foremost breweries in the land. Yet it's a fact that people here drink more Atlantic than any other ale and beer.

You have stood by us—not, we believe, because of any local sentiment but because we delivered a product second to none at a reasonable price.

Now a change has come over the scene. Many competitors have abandoned this market and are now restricting their activities to looking after their home communities.

That's exactly what we at Atlantic have always done. We "stayed home" and brewed the best Ale and Beer that could be brewed regardless of cost. *We have always been more interested in quality than quantity.*

Now when the pinch comes, it's up to us to try and fill in the gap. Despite shortages of bottle caps, restrictions on deliveries to conserve rubber and gasoline, shortage of man power due to the enlistment of many of our personnel in the Armed forces—and faced with unprecedented demand for our products, we have increased our production to the limit of the capacity of our four breweries without sacrificing quality one iota.

It's no longer just a question of selling beer or making money. Under existing conditions there is little doubt but what we can sell all that we can brew. We have redoubled our efforts in order to keep faith with both our trade and our customers.

It's a matter of pride with us now—YOU STOOD BY US—NOW WE'LL STAND BY YOU!

ATLANTIC ALE AND BEER

Atlantic Co. Breweries in Atlanta Barnetts Norfolk Orlando